



**Your**  
**Eastbourne**

BUSINESS  
IMPROVEMENT  
DISTRICT

It's your  
Eastbourne  
**Let's make  
it shine**



Business Plan  
2017-2022

# Contents

- Welcome ..... **3**
- Your Eastbourne Your Goals ..... **5**
- Your Eastbourne Your Choice ..... **6**
- Your Eastbourne BID Steering Group ..... **7**
- Our Success So Far ..... **9**
- Consultation ..... **11**
- Your Eastbourne BID Area ..... **12**
- Dressing Our Town ..... **13**
- Footfall, Marketing & Promotion ..... **14**
- Safe & Secure ..... **15**
- Stronger Together ..... **16**
- Investing Your Levy ..... **17**
- Example Levy Calculations ..... **19**
- Frequently Asked Questions ..... **21**
- The Next Step ..... **23**
- The Legals ..... **25**



**Harley Davidson nights:** with over 200 bikers and live entertainment throughout the evening. We close the top of Terminus Road once a month to create a pedestrianised precinct.



**Paws for Pudsey:** Eastbourne's world record attempt. The event was devised by the Healthy High Street initiative which aims to increase footfall in the town.



**The Coca-Cola Christmas truck:** which features in the company's television advertising, is always a sure sign that the festive season has arrived.



**Neon Noel:** heralded as one of the lightshows to visit in the UK by the national press, this 3D explosion of colour and sound illuminated our Town Hall to captivate an estimated 25,000.

# Eastbourne has a **once in a lifetime** opportunity

With more than £175m inward investment, these are exciting times in our beautiful seaside town. Within five years, Eastbourne will be transformed with a fabulous new shopping centre – bringing with it new retailers, restaurants, a cinema – and the promise of an expanded night-time economy.

All this alongside the redevelopment of conference and theatre facilities at Devonshire Park, ambitious plans for the seafront and its leisure facilities and much-needed spending on our town centre infrastructure.

There are challenges, though. The past five years have seen our high street change dramatically with some major names disappearing from the shopping scene altogether. We know that for our town centre to thrive and prosper – and to compete against online shopping – we need to create a visitor experience that brings people back, time and again.

So what can we do to make the most of this investment and to make Eastbourne more prosperous for us all?

In the past 18 months we've talked to you, we've listened to you, we've heard your concerns and we've shared your ambitions. And we've agreed:

Eastbourne is a great town but if we all work together, it can be something very special.

We want Eastbourne to be a place where businesses come, stay and prosper. Where people from a wider area choose to spend their shopping and leisure time. Where every business – large and small – can make the most of the changes happening in and around our town.

We believe the best way we can achieve this is by creating a Business Improvement District (a BID); a business-led organisation to promote and enhance our town centre.

Our BID proposal will profit from the investment already made whilst putting us – the business community – in charge of an additional £1.5m. **Our** money to be spent as **we** choose.

Now it's time to realise our true potential. To write our own success story so we've created this plan to reflect what you've said. We hope you will support us by voting "yes" in our ballot in May so that, together, we can make Your Eastbourne a better place to do business.

**Christina Ewbank**  
On behalf of Your Eastbourne BID

VOTE  
**YES**  
TO THE BID

It's your  
Eastbourne  
Let's make  
it shine



"The BID can be a catalyst in bringing all of our various, exciting projects to life. Large or small, if we can bring all of that energy from our businesses together, we really can change the face of Eastbourne. Please get behind us and the BID – and vote yes!"

**Denise Greaves, Commercial Director, Etc Magazine**

"The BID is a great initiative for Eastbourne going forward as it will bring additional funds through the BID levy to spend on additional services – shaped by local business – which will help with the sustainability of our town."

**André Brincat, Manager, Marks & Spencer**



# Your Eastbourne Your Goals

There are already almost 240 BIDs working for their communities throughout the UK. Cumulatively, they are investing more than £200 million in projects decided on by their local business communities. They have a record of success, and recently neighbouring towns and cities (such as Hastings and Brighton) have either established or successfully renewed their BID.

During our recent consultation meetings in Eastbourne we have listened carefully to what you said is important to your business and we have carried out a business survey to make sure we understand your ambitions.

As a result we have set out the goals of our BID:

- 1 Bringing more customers to Eastbourne
- 2 Attracting more businesses and jobs to Eastbourne
- 3 Creating a lively and attractive alternative to on-line shopping
- 4 Promoting Eastbourne as a place that residents and visitors will want to come back to time and again
- 5 Delivering all of these ambitions, whilst at the same time reducing your business costs



# Your Eastbourne Your Choice

## Your Opportunity

To raise over £1.5 million to invest in Your Eastbourne over the next five years.

## Your Funding

The BID will be funded by a 1.5% levy on each business in the defined area with an annual rateable value of £6,000 or more and will raise over £300,000 per year to be spent on the town centre BID area.

## Your Control

The BID will be managed entirely by business people from within the BID area and will oversee the delivery of projects detailed in this business plan. Anyone from the BID area can stand to join the BID Steering Group at the AGM in 2018.

## Your Decision

You have told us what you would like to see in the BID area. So this is your chance to vote "Yes" and make it happen.

## Your Vote

We are asking you to nominate the person in your organisation who will be eligible to vote in May. Ballot papers will be sent to all eligible voters by post in April 2017 and voting will be possible between May 4th and May 31st 2017.



Remember, this initiative is business funded and business run.  
**It's Your BID, Your Eastbourne**

# Your Eastbourne BID Steering Group

The BID is comprised of business leaders in our town and includes a range of sectors. From hospitality to retail and the professional services, our BID team also stretches across the town, with each area represented.

- |                  |                                      |
|------------------|--------------------------------------|
| Alison Brewer    | Chair, the Brewers Group             |
| André Brincat    | Marks & Spencer                      |
| Christina Ewbank | Eastbourne unLtd Chamber of Commerce |
| Denise Greaves   | Etc Magazine                         |
| Denise Harwood   | The Enterprise Centre                |
| Diana Hing       | C&H Fabrics                          |
| Stephen Holt     | Edeal Enterprise Agency              |
| Matt Huddart     | The View Hotel on behalf of the      |
| Luke Johnson     | Eastbourne Borough Market            |
| Lawrence Neil    | Tristore                             |
| Dave Padmore     | McDonalds                            |
| Ashley Pugh      | W Brufords, Pandora and Inspired     |
| Bill Plumridge   | Manager, the Arndale Centre          |
| Keith Ridley     | BID Co-ordinator                     |
| Martin Searle    | The Federation of Small Business     |
|                  | Eastbourne Hospitality Association   |
| Shoes            | Dew Drop Inn & The Eagle             |
| Jeremy Sogno     | Lawson Lewis Blakers                 |



Fish & Tips  
Agency taken by  
Aless Photography



“Our town centre has a bright future and real opportunity with the investment being made in the extension to the Arndale and we now have a real chance to capitalise on this. The BID process in my opinion will give us the ability and the finance to make both physical and strategic changes to bring the town centre into the 21st century.”

**Ashley Pugh, Managing Director, W Brufords**



“I would like to offer my full support for the BID, after being involved in the successful Hastings BID where I was part of the Board. It is an exciting opportunity for the business people in the town to help shape their own future, whether you are part of a large multi-national chain or a small independent business, everyone has a voice.”

**David Padmore, McDonalds, Eastbourne**

# Our Success So Far...

Your BID team has already held a number of successful events as a result of grant funding and sponsorship.

- Over 70,000 attracted to the town over Christmas
- Neon Noel, our Town Hall lightshow gathered widespread national media coverage including TV and newspapers and attracted over 25,000 spectators per year. Neon Noel will not happen again without the BID
- Hosted the Coca Cola truck tour for two successive years attracting 10,000 spectators per annum
- We welcome over 200 Harley Davidson bikers every month during the summer when we pedestrianise the road and attract live entertainmen
- 100 zombies and their families attended the first Day of the Undead in Eastbourne
- 250 bears and their owners attended a world record attempt during Paws for Pudsey
- We successfully lobbied Eastbourne Borough Council to purchase and upgrade Victoria Mansions



We want to **build on these successes** and do so much more to create a **buzz around the town centre**. Failure to invest in our town could lead to our falling behind competitors, like Hastings and Brighton



Your  
Eastbourne  
BID Area



# Consultation What We've Done

An initial feasibility study was launched online to all businesses in the town centre in August 2015 to assess support and determine priorities for any future BID.

With the overwhelming majority of respondents giving their support, the decision was taken to launch a steering group, comprising of leaders from the different sectors and parts of our proposed BID area.

Over 250 one-to-one consultation meetings have been held to help form this business plan and further individual consultations will continue in the weeks leading up to the ballot.

Consultation has also included talks and presentations with interested local businesses and organisations such as the Chamber of Commerce, the Federation of Small Business and the local town centre crime reduction partnership.

From October to February we held a series of group consultations with businesses across the town drilling down into your priorities. Each meeting was attended by between 25 and 34 individual businesses.

In January 2017 an online survey was released to ask for input on our BID priorities. If you would like further members of your staff to receive this survey or any other information about the BID, please do pass on their contact details and we will happily add them to the distribution list.

Our BID has also attracted strong media support both locally and regionally, including a number of articles in the Eastbourne Herald, Platinum Business Magazine and ACESussex. We have also been featured on Eastbourne Buzz and BBC Radio Sussex.



# Consultation What You Want

From the consultations held, the BID will:

- 1 Enhance the environment with striking winter lighting, signage, and impactful planted areas whilst creating an identity to promote Eastbourne's independent shopping areas; like Little Chelsea, Terminus Road, Cornfield, Langney and Bolton Roads
- 2 Support and run events that will help increase footfall to our town
- 3 Introduce family friendly street ambassadors and work with partners to make our town safer
- 4 Lobby all levels of Government to ensure the needs of our town centre are heard

# Dressing Our Town

## What you told us:

- “It’s difficult to find your way around the town”
- “Parts of our town are looking very tired”
- “We need to inject some colour”
- “Eastbourne doesn’t have a focal point”

## The challenges:

- Eastbourne is a beautiful town, but parts are starting to look a little dated.
- This will only get worse as the new development spotlights the areas that need enhancement.
- This was the number one concern that was raised during our consultation meetings.
- Your BID will invest heavily in improving the street scene, and helping people find their way around the town. Whether it’s the perfect coffee shop, the tastiest treats or the essential gift, we will make it easy to find where to go.

ALLOCATED  
**£685,000**  
OVER 5 YEARS

## What we’ll do:

- 1 Invest in winter and Christmas lighting, to brighten up the town between October and March
- 2 Way Finder signage between the station and the seafront to help people find their way to the places they want to visit!
- 3 Create an attractive visual identity for wider areas of our town
- 4 Impactful planters and a “Let’s make it Bloom” campaign to inject colour and life into our town centre

# Footfall, Marketing and Promotion

## What you told us:

- “We need more events in our town centre”
- “Events make the centre exciting”
- “Any events that entice families and locals to the town rather than internet shopping is a good thing”
- “We don’t always see the benefit of the seafront events as they are located away from the centre”

## The challenges:

- Eastbourne has a busy Summer events schedule, but often these are located on the seafront and have little direct impact on the town centre.
- Few events are held within the town centre itself. This will change with funding from the BID.
- Eastbourne’s event schedule during the Spring, Autumn and Winter also needs investment – to drive footfall throughout the year.
- Footfall is vital to a town centre – but the offering has to be right. With a co-ordinated campaign, our events and marketing will push our town to the next level.

ALLOCATED  
**£192,500**  
OVER 5 YEARS

## What we’ll do:

- 1 Employ street ambassadors to meet and greet visitors to the town during peak periods. They will know what’s going on in the town, and direct footfall and guide them to places less visited
- 2 Provide funding and support for seasonal events across the town centre – particularly at Little Chelsea and the seafront end of Terminus Road
- 3 Fund Neon Noel and Eastbourne’s Christmas activities – making sure we are a destination town for Christmas
- 4 We will shout about what’s going on in Eastbourne, working with media partners to promote our events to families and visitors
- 5 We will work with partners to develop and promote an Eastbourne app for visitors. This will allow businesses to post events and special offers to customers



# Safe and Secure

## What you told us:

“There is no night-time economy”  
“We are worried about street drinkers and homeless people”

## The challenges:

- Improvements to our Town Centre are superficial if our visitors do not feel safe and secure.
- Whilst the crime statistics for our town are low, there is a perception of increasing anti-social behaviour within our town.
- Tackling street drinkers, homelessness and crime are all areas that require partnership working and the BID makes us stronger together.

ALLOCATED  
**£205,500**  
OVER 5 YEARS

## What we'll do:

- 1 We will establish a business led night time economy working group to take advantage of this great opportunity
- 2 We will work with partners to help tackle street drinkers, property damage and anti-social behaviour
- 3 We will work with the Joint Action Group on street drinkers, beggars and homelessness to implement a plan and make sure the business community is appropriately heard
- 4 We will survey the town centre to identify locations which attract trouble and work on ways to reduce criminality

# Stronger Together

## What you told us:

“We want to see improvements to our town's infrastructure”  
“We need a powerful lobbying voice”  
“We want more shared space and pedestrianisation”  
“We want better parking controls and easier access”  
“We want to help grow our business”

## The challenges:

- We need to take charge of our own future. We need to make sure the voice of the business community is heard loud and unified.
- We need to communicate about our town and the issues that affect us more clearly.
- We've heard complaints about poor parking, poor paving, increased costs, a lack of night time economy and poor access.
- We also know that the Southern Rail strikes have had a devastating effect on our local economy.
- Working together, with 600+ businesses in the town centre – our voice cannot be ignored!

ALLOCATED  
**£50,000**  
OVER 5 YEARS

## What we'll do:

- 1 We will lobby for better parking controls and restrictions
- 2 We will lobby on changes to the bus routes and the condition of pavements.
- 3 We will lobby for shared space and access and making our town accessible for all
- 4 We will work with groups to increase buying power and help your business bring down costs
- 5 We will work with partners to find mentors to help grow your business
- 6 We will organise regular website briefings and networking events
- 7 We will be an inclusive BID – bringing all sectors and areas of the town together

# Investing Your Levy

A "Yes" Vote will allow us to invest approximately £1.5 million in our town between 2017 and 2022.

- Dressing our town
- Footfall, Marketing & Promotion
- Safe & Secure
- Stronger Together



| INCOME              | 2017/18         | 2018/19         | 2019/20         | 2020/21         | 2021/22         | TOTAL             |
|---------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| Levy Income         | £300,000        | £300,000        | £300,000        | £300,000        | £300,000        | £1,500,000        |
| Sponsorship         | £10,000         | £15,000         | £15,000         | £15,000         | £15,000         | £70,000           |
| <b>TOTAL INCOME</b> | <b>£310,000</b> | <b>£315,000</b> | <b>£315,000</b> | <b>£315,000</b> | <b>£315,000</b> | <b>£1,570,000</b> |

| PROJECT EXPENDITURE   | 2017/18         | 2018/19         | 2019/20         | 2020/21         | 2021/22         | TOTAL             |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| <b>Dressing our town</b><br>Signage, winter lighting, identity & planters                           | £115,000        | £150,000        | £152,500        | £135,000        | £132,500        | £685,000          |
| <b>Footfall, Marketing &amp; Promotion</b><br>Bringing in new customers and promoting your business | £25,000         | £30,000         | £42,500         | £47,500         | £47,500         | £192,500          |
| <b>Safe and secure</b><br>Street ambassadors and security   | £25,000         | £35,000         | £40,000         | £52,500         | £55,000         | £207,500          |
| <b>Stronger together</b><br>Working to get what we want   | £10,000         | £10,000         | £10,000         | £10,000         | £10,000         | £50,000           |
| <b>TOTAL SPENT ON BID PROJECTS</b>  | <b>£175,000</b> | <b>£225,000</b> | <b>£245,000</b> | <b>£245,000</b> | <b>£245,000</b> | <b>£1,135,000</b> |

| MANAGEMENT / ADMIN COSTS               | 2017/18         | 2018/19         | 2019/20         | 2020/21         | 2021/22         | TOTAL             |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|
| Bad debt provision (3% of levy income) | £9,000          | £9,000          | £9,000          | £9,000          | £9,000          | £45,000           |
| Levy collection *                      | £10,000         | £10,000         | £10,000         | £10,000         | £10,000         | £50,000           |
| Office costs **                        | £50,000         | £50,000         | £50,000         | £50,000         | £50,000         | £250,000          |
| BID loan repayment ***                 | £45,000         | -               | -               | -               | -               | £45,000           |
| BID development costs                  | £20,000         | £20,000         | -               | -               | -               | £40,000           |
| <b>TOTAL SPENT ON RUNNING BID</b>      | <b>£134,000</b> | <b>£89,000</b>  | <b>£69,000</b>  | <b>£69,000</b>  | <b>£69,000</b>  | <b>£430,000</b>   |
| <b>TOTAL EXPENDITURE</b>               | <b>£309,000</b> | <b>£314,000</b> | <b>£314,000</b> | <b>£314,000</b> | <b>£314,000</b> | <b>£1,565,000</b> |
| <b>BALANCE</b>                         | <b>£1,000</b>   | <b>£1,000</b>   | <b>£1,000</b>   | <b>£1,000</b>   | <b>£1,000</b>   | <b>£5,000</b>     |

\* Fee charged by Eastbourne Borough Council to collect the BID levy.

\*\* Office costs include office rental, insurance, website, bookkeeping and accounting, postage, IT, telephony, staffing, stationery & printing.

\*\*\* A one off repayment to the Department of Communities following our BID loan application.

# Example Levy Calculations

| Rateable Value | Annual Levy       | Monthly Equivalent | Weekly Equivalent |
|----------------|-------------------|--------------------|-------------------|
| Up to £5,999   | Donations welcome | £0                 | £0                |
| £6,000         | £90               | £7.50              | £1.73             |
| £8,000         | £120              | £10.00             | £2.30             |
| £10,000        | £150              | £12.50             | £2.88             |
| £50,000        | £750              | £62.50             | £14.42            |
| £100,000       | £1,500            | £125.00            | £28.85            |
| £150,000       | £2,250            | £187.50            | £48.27            |



“Imagine an organisation that supports, really supports business in our town. Imagine people who listen to our views and get things done here, in Eastbourne. Imagine someone representing us before the council, arguing actively – vociferously – against an increase in parking charges, arguing for better, cleaner pavements, for sunny hanging baskets in the summer.”



**Diana Hing, Manager, C&H Fabrics**

“We have a unique opportunity to follow on from the recent large investments in the town to help improve the independent retail offering in Eastbourne. For a small addition to our outgoings each year, we could attract a tremendous return in funding available to help us ride on the back of the improvements elsewhere in the area.”

**Lawrence Neil, Proprietor, TriStore**

# Frequently Asked Questions

There are more than **240 successful BIDs** currently operating in different towns and cities around the UK. Here are some of the FAQs asked about BIDs.



## 1 What is a Business Improvement District?

A BID is a business led organisation working to implement projects that benefit an area and its businesses. Your Eastbourne BID can only start operating after a successful ballot of businesses in the BID area which will be conducted by the local Council on our behalf.

## 2 How long would our BID last?

Your Eastbourne BID would last five years after which it has to submit to a new ballot. (N.B. The vast majority of BIDs vote "yes" in larger numbers when their second ballot is held.)

## 3 How would Eastbourne BID be run?

The BID is managed by a steering group which any levy payer can apply to join. The group includes town centre retailers, pubs, clubs, restaurants and offices. In effect, every business paying business rates of £6000 or more.

Following the first AGM in 2018 a BID Board will be established comprising volunteer Directors

## 4 Are any businesses excluded?

Some charities are excluded - including those who do not make money selling goods in a retail shop. For example, the Food Bank would be excluded while charity shops are included.

NHS premises are excluded but any premises practicing health services privately are included.

Businesses with annual business rates of £5,999 or less are excluded but will be encouraged to make a donation each year.

## 5. How is a BID funded?

It is funded by a small levy on all businesses within the BID area. In Eastbourne this would be calculated at 1.5% of your rateable value and would be collected annually

If you decide Your Eastbourne BID would help make Eastbourne a better place to do business, please vote "Yes" in the ballot.

## 6 When will the ballot be held in Eastbourne?

The ballot lasts for a month and will be held in May 2017. For a BID to be set up, there needs to be a ballot of eligible businesses. The ballot will ask a simple question: "Are you in favour of the proposals for the Eastbourne Business Improvement District?"

## 7 How is the vote calculated?

In order for the BID to come into existence, a simple majority of those voting must vote in favour. However, their votes must also represent a majority of the aggregate rateable value of the properties that vote.

## 8 Who actually votes?

The owner of the business normally votes. National chains may delegate the responsibility to a local manager or appoint someone to vote from head office. They may consult the local manager before voting.

If you wish to nominate a local manager or individual to vote in the BID ballot on your behalf, please get in touch with the Eastbourne BID team (contact details are on the back page).

If your business falls within the proposed BID area and has a rateable value above £5,999, you are eligible to vote in the BID ballot.

## 9 How will the levy be collected?

The BID levy will be collected through the current business rates system, but will be the subject of a separate bill. The levy can be amended on an annual basis in line with inflation, at a rate to be agreed by Your Eastbourne BID steering group.

The Eastbourne BID will be clear and transparent about how it is spending the money. Regularly updated information about income and expenditure will be available to all members of the BID.

## 10 Why do my business rates not cover this?

The BID will provide services and benefits over and above those offered by the local authority and other statutory agencies. The BID will sign what is known as a Baseline Agreement with both Eastbourne Borough Council and East Sussex County Council, which will legally establish what the local authorities already deliver, and the steering group will monitor these agreements.

## 11 How long will the BID last?

The BID will last for five years, meaning guaranteed investment in Eastbourne until 2022. If you want the BID to continue beyond 2022, you will make this decision in 2022 through a further ballot process.

## 12 How will I be represented?

If the 2017 ballot is successful, the Eastbourne BID will be set up as a not-for-profit company, limited by guarantee. The first AGM will take place within the first year after the BID starts its work.

The steering group has already been appointed for the first year to represent every part of the BID area.

Any business owner who is eligible to vote and pay the levy may become a voluntary member of the BID steering group, alongside representatives of our business partners – including Healthy High Streets, the Chamber of Commerce, Edeal Enterprise Agency, The Arndale Centre, The Enterprise Centre and the Eastbourne Hospitality Association.

Any member of the BID can stand for election to the board at the AGM held each year. More details about the Eastbourne Business Improvement District (BID) are available at [www.youeastbournebid.com](http://www.youeastbournebid.com)

# The Next Step Vote Yes!

The Business Improvement District ballot is YOUR chance to have YOUR say in the future of your Eastbourne – a town centre that you will be investing in.

This is your chance to help Eastbourne to move ahead of its competitors and to make us an attractive “destination town”.

This is your chance to make Eastbourne shine. Please don't miss it.

**End February 2017** A copy of our final business plan will be circulated to all BID businesses.

**March 2017** Look out for a letter giving you the opportunity to register a specific person from your business to vote.

**April 2017** You will receive your voting pack from the electoral office at Eastbourne Borough Council and you will then be able to vote.

**4 May – 31 May 2017** The month-long ballot will open and close on these dates.

**June 2017** We will announce the results of the ballot.

**June – September 2017** Your Eastbourne Business Improvement District will be launched.

**2017 – 2022** Five years of exciting investment and improvements to our town centre.

**2022** You decide on a five-year renewal, based on the performance of Your Eastbourne BID.



“The BID will allow us all to be able to add the finishing touches to our town, such as helpful way finder signage and the possibility of friendly and helpful town centre street ambassadors at peak times.”

**Denise Harwood, Commercial Director, Enterprise Centre**

“The Devonshire Park development as well as a transformed Arndale Centre, along with all that Little Chelsea and the independent sector has to offer, will allow us to establish ourselves as a destination town in the south east. The BID gives us a terrific chance to get shops, restaurants and hotels working together, to create a better business environment for us all”

**Matt Huddart, General Manager, View Hotel**



# BID Legislation

## The small print

### 1 GOVERNANCE

- 1.1 The BID will be managed by a new, independent and business-led company limited by guarantee. It will operate as a not-for-profit company and will reinvest all income into Your Eastbourne. After the first AGM it will be managed by a Board of Directors. The Directors will be unpaid.
- 1.2 The steering group will advise on operational and service delivery issues, oversee performance measurement, and – more generally – act as the primary consultative body for BID services, until the establishment of the full BID board.
- 1.3 The BID board will be made up of voluntary representatives of levy paying businesses and property owners who will be elected annually (starting in 2018) with the process advertised to all levy payers. Additional members may be co-opted on as required.
- 1.4 The board will have responsibility for financial arrangements, contractual obligations, human resources, standards and compliance, and strategic direction. The board will be made up primarily of appointed representatives of levy payers, with additional expertise as required.
- 1.5 During the first year of the term, appropriate rotation policies for all board members, including the chair, will be approved by the board. When the period of office of the current chair expires, the position will be advertised.
- 1.6 Provided the BID is meeting its overall objectives, the board shall have the ability to vary service delivery and expenditure allocation, according to the changing demands of the levy payers. However, any changes to the BID boundaries or to the levy rate proposals would require an alteration ballot.

- 1.7 An Operating Agreement, which includes the two councils' baseline service statements, has been agreed and will be in place from the commencement of the BID term. (The two councils are East Sussex County Council and Eastbourne Borough Council.)
- 1.8 Notice of the intention to hold a ballot was provided to the Secretary of State on 17th January 2017.
- 1.9 The BID company will provide copies of statutory accounts and financial statements to the local billing authority annually and to local levy payers on request. A financial summary and chair's statement will be sent to all levy payers annually, including a website link to the statutory accounts.
- 1.10 The BID company will meet with the billing authority on a quarterly basis to discuss service delivery, levy collection and financial management issues.
- 1.11 An annual presentation to levy payers and stakeholders will be held which, subject to 6. above, will help determine priorities for the following year.
- 1.12 The BID company will ensure that all businesses within the BID area are engaged with its work and that BID communications assist inclusivity.

### 2 BID RULES

In developing the rules that will apply, consideration has been given to The Industry Criteria and Guidance Notes for BIDs (2016), published jointly by the British Retail Consortium, the Inter Bank Rating Forum, the Federation of Small Businesses, the British Council of Shopping Centres and the British Property Federation.

The ballot:

- a. Before May 2017 Eastbourne Borough Council will send a ballot paper to those responsible for properties or hereditaments subject to the BID.
- b. Each property or hereditament within the BID liable to pay the levy will be entitled to one vote in respect of the proposal in a 28-day postal ballot period which will commence on May 4 and close at 5pm on May 31st 2017. Ballot papers received after 5pm on May 31st 2017, will not be counted.
- b. In order for the vote to be successful at ballot, the result will need to meet as a minimum, two independent criteria which are (a) of those ballot papers returned by the close, those voting in favour must exceed those voting against it, and (b) of those ballot papers by the close, the total rateable value of those properties or hereditaments which vote in favour, must exceed the total of those voting against.
- d. The result of the ballot will be announced on Thursday 1st June 2017.
- e. If successful at ballot, the BID company will commence delivery of its proposed services and will continue for a period of five calendar years until 2022.

### 3 FINANCES

- 3.1 The proposed BID levy is 1.5% of rateable value, with an exemption up to and including £5,999. The levy will be collected via Eastbourne Borough Council through an adaptation of its billing software, after which the funds will be deposited within a BID company bank account.
- 3.2 Performance elsewhere would suggest that 97% of the BID levy will be successfully collected.

- 3.3 The average annual levy available to be spent by the BID for the term is £300,000.
- 3.4 A DCLG government loan of £42,000 (secured to help establish the project) will be repaid in the first year of the term, and this is reflected in the budget.

### 4 BID LEVY

- 4.1 From the beginning of the five-year BID term, the levy rate to be paid by each property or hereditament will be 1.5% of its rateable value.
- 4.2 All non-domestic properties or hereditaments with a rateable value of £6,000 or more will be required to pay the levy with the exception of charities who do not make money selling goods in a retail shop (such as People Matter) and NHS premises which do not practice private health services.
- 4.3 The number of properties or hereditaments liable for the levy is approximately 690
- 4.4 The levy will be charged annually in advance for each chargeable period, starting in 2017. No refunds will be made.
- 4.5 The owners of untenanted properties or hereditaments will be liable for payment of the levy.
- 4.6 Eastbourne Borough Council, as the rating authority, will be responsible for the collection of the levy.

**Voting YES** will ensure the success of Eastbourne

**Voting YES** will see £1.5 million invested in our town



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